

**Governor's P-20 Council
Communication Committee Meeting
May 9, 2007 @ 3:30 p.m.
Meeting Notes**

Location: Valley of the Sun United Way, 1515 E. Osborn Road, Phoenix, Arizona

P-20 Members Present: Paul Luna, Amy Besing, Cathy McKee, and Dr. Jim Zaharis

Others: Sandra Johnson and Helen Rosen

Staff: Debra Raeder, Darcy Renfro, and Erin Hart

1. Call to Order & Welcome

Paul Luna called the meeting or order at 3:45 p.m. and welcomed everyone.

2. Update and Discussion: Communications Plan

Staff provided a video presentation of Arkansas' education communication campaign for Committee review, which included examples of television spots, radio, and print.

Staff indicated that the draft scope of work had been emailed to all Committee members and interested foundation partners. No comments/input/edits were received on this information. After reviewing the draft scope of work, those in attendance concurred that this scope of work represents the ideas and goals of this Committee and its partners and recommended that a section be added that the communications campaign needs to include bi-lingual and bi-cultural pieces; and that the selected vendor identify similar communications plans being created and that the work of all campaigns be aligned.

The Committee recommended that staff circulate the revised scope of work one more time for final review and input and that staff then proceed with the process for retaining a vendor. The Committee agreed that the partners contributing the funding for this project will be part of the review team for hiring any vendor.

4. Next Steps

Staff will forward revised draft scope of work to committee members for final review and input. Paul Luna will begin working with funding partners to obtain the funds. The Arizona Department of Commerce will serve as the fiscal agent for these funds and all procurement efforts will adhere to state procurement laws.

5. Call to the Public

There were no requests from the public to address the Committee.

6. Adjournment

There being no further business or discussion, the meeting was adjourned by the Chair at 4:58 p.m.